

Community Assistantship Program

Fergus Falls Art Crawl

Prepared in partnership with
Center for the Arts

Prepared by
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Kate Borman

Fergus Falls Art Crawl CAP Project

Supervisors: Rebecca Petersen (A Center for the Arts), Jessica Beyer (CST)

This semester I have been working on the Fergus Falls Art Crawl Project. My first task was researching art crawls. Based on that research, I discovered components that worked well for other art crawls in regards to promotion and marketing. With these components, I successfully compiled my own outlines and plans for the Fergus Fall Art Crawl that can use after my allotted time as an intern is completed.

I found this aspect of the job particularly interesting. It is the portion of an event in which participation and attendance rely heavily on. Without previous background in marketing/ promotional research and planning, I feel that I accomplished what needed to be accomplished without too many setbacks. For the second half of the semester, I have been calling and interviewing potential artists. I found this aspect of the project is time-consuming and tedious. I am glad that Jessica Beyer suggested I work on the marketing aspect first because it is evident now how easily I could have fallen behind if I hadn't.

I have enjoyed working on this project for several reasons. The foremost reason is the independence of the project. With minimal supervision, I was able to work on a project that I know will make a big difference in the presentation and organization of this event, and that I am not just working on miniscule and tedious tasks that my supervisor does not want to spend the time on. Usually interns are passed on as the guinea pigs of a particular project. With this project, I felt, as this definitely was not the case. Below is the compiled report summarizing the work I have done this semester as an intern for the Fergus Falls Art Crawl.

Marketing Research for Fergus Falls Art Crawl:

[] *Familiarize myself with art crawls*

- Tour of artists within a local region, oftentimes incorporating local galleries and museums within the area. Free for all. Studios and galleries open for viewing of local artists and works available for purchase. Provides promotional opportunities and tourism for local shops, businesses, restaurants and natural amenities within the area.
- Occurs during any given weekend, oftentimes during the Fall: Fergus Falls Art Crawl of 2007 (September 28,29,30th)
- 2006 art crawl incorporated 13 sponsors/artists and are looking to expand for 2007

The Artists Involved in the 2006 Fergus Falls Art Crawl

Approximately 13 artists participated last year:

- A Center for the Arts: Kirk Williams exhibit and studio
- Lance Albers Studio
- Barnhard Arts: Works by Sandra Barnhouse (Saturday only)
- Fergus Falls Public Library: Annette Hochstein Exhibit
- Designs by Dave: Flamingo Glass
- Kaddatz Hotel Gallery: 30 area artists, participating artists' lofts, Scott Gunvaldson exhibit

- Lake Region Arts Council Gallery: Regional Invitational Show
- Lake Region Healthcare Gallery: Becky Stein & Lou Miller Exhibit
- Marian Otnes Studio
- John Oleson glass blowing studio
- Otter Tail County Historical Museum: Kate Scherfenberg and Sean Scott
- Prairie Wetlands Learning Center: Stephen Henning Exhibit
- Union Avenue Market: Charlotte Lewis Exhibit

[] *Research other art crawls:*

The Meander: The Meander Art Crawl is a cooperative effort among the artists in Big Stone, Chippewa, Lac qui Parle, Swift and Yellow Medicine Counties and the Western Minnesota Prairie Waters Convention & Visitors Bureau. Many of these studios are open all year round as well as during the Meander weekend. An impressive collection of art, including photography, printmaking, carving, painting, pottery, blacksmithing, sculpture, basketry, furniture making and more, the Meander offers something for everyone. After looking at the evaluation report done by the Department of Tourism at the Twin Cities campus, this art crawl served to be the most beneficial to look at in comparison to the Fergus Falls Art Crawl. Both take place in rural Minnesota and have a similar target audience. Also, this was an extensive evaluation on a comparative event.

St. Paul Art Crawl: In 1991, the St. Paul Art Collective organized a series of open-forum meetings to provide a platform for artists in our developing neighborhood. The most requested need was public venue. The Saint Paul Art Crawl is the product of that initiative. It is run by the artists and open to all. One of the largest events of its type in the Twin Cities, the St. Paul Art Crawl is a self-guided tour of 175 artists' studios and galleries in 24 buildings in downtown St. Paul neighborhoods. Fine arts, crafts, music and performance, photography, printmaking, textile arts, painting, bookbinding, pottery, sculpture, jewelry, computer arts, ceramics, chocolates, and more will be available; with artists ranging from students to the elderly.

Flow: A Northside ArtsCrawl: FLOW, the first-ever Northside-hosted art crawl event will launch the Games on Friday, July 28th from 6pm to 10pm. Businesses, art spaces, and organizations, primarily along W. Broadway, will open their doors to the community and feature Northside youth and adult artistic talent in visual and performing art. Partnering with Juxtaposition Arts, the North Minneapolis-based groundbreaking art studio, a “real-time” art project will be created during the event, leaving behind a permanent artistic improvement on Broadway. Look for the purple FLOW garbage cans spray painted that night! This crawl appeared to be different than some of the others that I looked at. For one, the location was in the very urban city of Minneapolis. This event served as a way to promote peace in a very violent neighborhood. It gave participants a feeling of community in an area that is constantly facing violence and crime. For a first time ever event, FLOW received an estimated 500-1000 participants despite the 100 degree heat. Without knowing what to expect, they seemed quite pleased with the result of this new endeavor.

Art a Whirl in NE Minneapolis: Art-A-Whirl is an open-studio and gallery tour of Northeast Minneapolis. It is an enticing event that calls and welcomes local and regional visitors who want to see the art being produced in NE. NEMAA is the bridge between the local and regional world and NEMAA artists. As visitors come to see the art, they also experience the NE Community. More than 400 artists participate in AAW, including potters, tile makers, painters, sculptors, musicians, photographers, glass blowers, printmakers, and textile designers. They showcase their art in warehouses, homes, storefronts and cafes.

[] *Research Marketing Techniques / Brainstorm Ideas*

- Fliers, pamphlets, posters, postcards, mailings (St Paul Art Crawl, The Meander)
- Ads (online and in print)
- Radio and TV commercials
- Press Releases (St Paul Art Crawl, The Meander)
- Registration meetings, artist potluck/meeting/summit (St Paul Art Crawl)
- Online surveys (NE Minneapolis art crawl)

[] *Marketing Opportunities*

Ads within Publications

- Minnesota Explorer Travel Newspaper
- Star Tribune Newspaper
- Morris Sun Tribune
- Alexandria Newspaper: Echo Press
- Fergus Falls: The Daily Journal
- Ad-Viser, Classy Canary, MN Western Peach
- Midwest Art Fairs
- MN Artists: www.mnartists.org
- Minnesota Meetings and Events
- Minnesota Festivals and Events Association

Ads within Radio

- KMRS/KKOK Radio- Morris
- KXRA/KX92/Z00 Radio- Alexandria
- KMCK Magic 107.1 – Glenwood
- 104.7 KLCD- St. Cloud
- KCMF/KNWF/KZCR/KJJK – Fergus Falls

TV Spots

- TV stations in the Twin Cities area: KARE11, WCCO, KSTP
- Local stations and community shows

After some speculation and discussing, the committee decided to use a brochure as the main source for advertising and marketing. This will be the first time that Fergus Falls will create and circulate a brochure to promote their event. We collected several (7 or 8) brochures from other art crawls. After seeing the variations from each of these, they

decided to focus most of their advertising towards the creation and completion of this brochure. They hope to have the brochure completed and done by April in hopes to ensure lots of time to advertise the 2007 Art Crawl. After research of the Meander and other crawls, we have found that the use of a brochure is the best use of our money for the outcome we want to obtain.

Tentative Marketing Time Lines for Fergus Falls Art Crawl

November 2006 - January 2007:

- November 2nd: Art and Appetizers with local artists
- Finalize survey questions
- Interview artists through phone and paper surveys

February/ March 2007:

- Look over compiled reports and information gathered from artist surveys
- Start regular meetings with interested artists once a month.
- Begin formation of subcommittees (promotional, event planning, set up, collaborations, fundraising etc)
- Begin layout, and processes of brochure.

March/April, 2007:

- Finalize lists of artists involved.
- Send brochure to press.
- Meet in groups or subcommittees. Set goals/ plans for the upcoming months.
- Decide which publications you are willing to advertise in
- Subscribe to *Midwest Art Fairs*
- Consider joining *Minnesota Meetings and Events*

May 2007:

- Meet with subcommittees
- Create ad for *Midwest Art Fairs*.
- Create ad for *Explore Minnesota*.

June 2007:

- Meet with subcommittees
- *Midwest Art Fairs* ad due June 15th
- Finalize ads for *Explore Minnesota*
- Tentative plans for Art Crawl Weekend, start to determine routes or collaborations with artists
- Organize a bus tour (?)

July 2007:

- Meet with subcommittees
- *Explore Minnesota* ads due mid-July

- Start planning any potential local promotional deals (i.e. deals with local businesses on weekend of Art Crawl)
- Distribute brochures at local businesses, through mailings etc.
- Finalize details of bus tour.
- Begin creating catchy ads for local newspapers, radios and TV
- Decide on local venues, galleries, and transportation/parking involved

August 2007:

- Meet with all subcommittees: Potluck!
- Go over what needs to still get done, check progress
- Ad for StarTribune's Fall Art Preview: printed on Sept. 23rd
- Finalize local ads
- Send ads to local newspapers, radios, and TV (4-6 weeks prior to event)
- Set up final details with local businesses
- Create fliers and posters
- Begin weekly meetings with Art Crawl committee
- Decide the date of preview night and begin planning (Thursday before Art Crawl??)

September 2007:

- Increase the number and frequency of ads in local resources
- Post Fliers, posters, and second round of brochures at local businesses
- Encourage artists to advertise event to family and friends
- Plan preview night: Gallery opening/ meet and greet for honored artists. Serve wine and cheese.
- Finalize all remaining details
- Have Fun!

Suggestions and Other Promotional / Marketing Ideas

***Fliers/ Posters/ Brochures

- Coffee shops
- Galleries
- Libraries
- Restaurants
- Museums
- Local businesses
- PRCA
- Schools
- Brochure Mailings

**Meeting on November 2nd

This was a chance to thank all the participants in this year's Art Crawl. It was a social gathering where we served bread, cheese, and wine. It was an opportunity for me (Kate) to meet with some of the artists before I call and interview them and for the Art Crawl committee to thank all those who were involved in this year's

event. (Excellent idea!) We asked those involved if they would be interested in participating next year as artists or potentially become more involved on a committee. We explained to them how we want to make the Art Crawl of 2007 bigger but we cannot do this without their help. It was a success.

Below is the invitation I made for Rebecca to send out to interested artists:

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*We invite you to join us for an evening of
appetizers and art: Honoring all the local
artists in town!*



This is an opportunity to meet other local artists, meet the individuals involved in this year's art crawl, and preview what we have in store for the upcoming year to make the art crawl in 2007 even better. We would appreciate your input, so please join us in our art discussion, all in the company of good food!

When: Thursday, November 2nd

Time: 5:00 pm

Where: A Center for the Arts, Old Fergus Theatre

For questions or directions, please call 218-736-5453

Hope to see you there!

This is the template of a thank you letter I composed for Rebecca to send out after our meeting:

10 November 2006

Dear Artists,

The Fergus Falls Art Crawl Committee would like to personally thank each of you who joined us on Thursday, November 2nd. Our art jamboree was a success! Thank you for your participation and enthusiasm as we advance into the next chapter. We are hoping that the Art Crawl in 2007 will attract the public eye and grow to be one of the finest attractions within our region.

For those who were unable to attend, you can still get involved. The Fergus Falls Art Crawl is scheduled for the last weekend of September in 2007 (September 28th and 29th). There are a number of areas we need your participation in. Please consider getting involved in this project. Not only are we anticipating a growth of tourism to the Fergus Falls area, but this event can also serve as a catalyst for you to create new work and expose it to new customers. In order to reach our goals, we need help on various planning boards. Other areas of participation include: planning committee, promotional committee, and/or demonstrations. This event cannot happen without you! If you have any ideas, comments, or questions regarding the Fergus Falls Art Crawl, please do not hesitate to contact us.

Again, we would like to thank all the artists who have shown interest so far. We cannot stress enough that you are the stars of this event, without you, the art crawl would not exist. We will keep you informed of future meetings and updates. Hope to see all of you soon.

Sincerely,

124 W. Lincoln Ave W
Fergus Falls, MN 56537
(218) 736-5453

Fundraisers

To raise money for Art Crawl and serve as a promotional event, artist can have a summer demo. One-day event for a couple hours? Either free with suggested donation or a small fee can be charged. Artists can work on a piece or project. Cookies, coffee and juice served. Public can view them at work and see pictures of potential display at Art Crawl. Depending on the artists, they could have brochures with potential pieces and price ranges that will be available for sale at art crawl.

Monthly Meetings with the Artists

Once the majority of the artists have committed to participating, have monthly meetings with them to help plan the event. Perhaps you can form different committees (promotional, event planning, routes, partnerships between the artists). Meetings could happen during the evenings with either a dinner party with appetizers (wine/cheese) hosted by the gallery, or as a potluck, depending on how many artists attend. The gallery will be exposed to a new perspective on

how to market the event. Begin as a social event, and then perhaps break into sub-committees to brainstorm. Gives the artists an opportunity to socialize with other local artists to potentially spark ideas, friendships or collaborations. Meet once a month starting in April/ March (or earlier) through September. If these work well, perhaps it can become a permanent implement within the artist community.

**Preview Night

Schedule an evening before the Art Crawl to have a preview of the artists and their works involved. Perhaps have it the Thursday before the weekend. Have all the artists involved gather at the gallery for a show and tell. Each artist can bring with them a piece or two to serve as a tease or a preview of the items they will have on display in their studio, if the artists are willing to do so. Otherwise Rebecca seemed excited about the idea of a preview night before the crawl begins. Works at the preview cannot be sold that night. Each artist can have a personal bio, artist statement, and merchandise/price list at his or her station. If people are interested in buying pieces, they have to buy it at the artists' studio on weekend of event. Have the preview night lure or tease visitors into attending the studios during the event. Have it open to the public as a meet and greet before the actual event. It will also give the artists an opportunity to meet one last time with other artists. Serve wine and cheese perhaps. Lure visitors in with elegant food and hor'devours and tease them with the works. Will serve as a gallery opening to each of the artists prior to event.

Discounts and Specials

Offer partnership with local businesses and/or restaurants. In Art Crawl brochure on weekend of event, insert a discount or special coupon for specific restaurant or business that can only be used on weekend of event. Percentage of proceeds with coupons will go towards the A Center for the Arts. This will promote local businesses within the area and also encourage participants to go to the art crawl. (e.g. Stevens County History Museum's Traveling Embroidery Show had a partnership with Common Cup Coffeehouse.)

*Bus Tour

On weekend of event, have a bus tour available for a reasonable charge. Tours will act like a field trip and will last a certain amount of time. Tours are optional (visitors can drive their own cars if they wish). However, if visitors sign up for a bus tour (paid for in advance), they can participate in special activities:

- A drawing at end of tour can be made for a gift or work of art
- Snacks and beverages can be provided on tour bus.
- Also, bus tour can make a stop at a participating coffee shop or café in which they have a choice of enjoying the promotional special. Bus tour could make local stops in town for half hour. Visitors can either eat at promotional café or visit antique or gift shops.
- Those who participate on bus tours could be given a coupon in which will offer a percentage off of one purchase at specific artist studios (with artists who would be willing to participate).

*There could be separate bus tours. One could specifically be for senior citizens and one can be for whomever. The senior citizen bus will pick up and drop off at senior citizen homes. It will have a senior price rate and will go on selected routes based on sign up sheet. The general public bus can meet at the gallery or general location for visitors to park and ride. Prices may vary some on type of tour. But there should definitely be discounts for students and seniors.

(Stars indicate order of preference for ideas)

Ways to Make People Feel Welcome and Excited

- Personal invites from artists
- Have a drawing available for a prize for those who attend, perhaps one per day
- Bus tours from surrounding communities
- Ask other local groups if they would like to help plan or collaborate with us. Garden clubs? Arts clubs? Schools?
- Designate a theme for each day of the crawl to target different audiences throughout the weekend. (i.e. have a special day for kids. Designate a place for kids to go and create arts and crafts while parents visit art crawl? Perhaps collaborate with a school or other organization? Saturday afternoon? Another example is to offer another day, perhaps Sunday to senior citizens, offer bus tour and discounts on that day. Or perhaps have a different form of art emphasized each day and those designated artists could do a demo when people visit, like a demo at the top of each hour?)
- Having a discount available at local restaurant for first 50-100 guests
- If each artist can invite 50-100 guests and in each invite we could possible include coupons for 2 other guests. That way the person invited feels they can invite 2 people of their choice. If they attend the event with the coupon, this coupon makes them eligible for a prize that not everyone can enter for.
- Form a planning committee specifically for promotion and increasing visitor head count

Phone Interview Survey for Artists

Hi, my name is Kate Borman and I am working with the University of Minnesota and the Fergus Falls Art Crawl. I was wondering if I could ask you a couple of questions?

1. Have you ever participated in an Art Gallery or Studio Crawl?

a) If answer is YES:

If so, when and where?

What was your experience?

How could it be improved?

Would you do this again?

b) If the answer is NO:

Why not?

Could you be persuaded to participate?

c) If still hesitant:

How could we talk you into this?

2. We are planning an area art crawl for the last weekend in September (28, 29 30), 2007.

a) Would you be able to commit to participating with this much lead-time?

3. Is September a good time for you? (We are trying to attract leaf peepers) Would there be other times that would work better?

4. What would the benefits of an art crawl/ studio crawl be for you? Do any of the following apply:

a) Financial?

b) Exposure to new customers?

c) Catalyst to create new work?

d) Other?

5. Would you be willing to pay a fee of \$100 to be included in a high quality brochure that would be finished by April 2007?

Would this prevent your participation?

6. Are there any artists whom you can refer that may be interested in participating in our Art Crawl?

Phone Interview Results

Artists Interviewed via Phone

	Name	Location	Interested in Participation
1	Mary Laabs	Detroit Lakes	Maybe
2	Jean Radke	Elbow Lake	Yes
3	Jeanne Sandberg	Elbow Lake	No
4	Mary E Williams	Clitherall	Yes
5	Kari Adams	Fergus Falls	No
6	Isaiah Weber	Fergus Falls	No
7	Tom Rieschick	Fergus Falls	Yes
8	Phena Keil	Fergus Falls	Yes
9	Paul Svendsgaard	Fergus Falls	No
10	Jeffrey Zachman	Fergus Falls	Yes
11	Glenn Olson	Fergus Falls	No
12	Gretchen Farnberg	Fergus Falls	Yes
13	Maryann Shores	Fergus Falls	No
14	Judy Stringer	Fergus Falls	Maybe
15	Sara Talsness	Fergus Falls	No
16	Marian Otnes	Fergus Falls	Yes
17	Darlene Eckert	Fergus Falls	Yes
18	Lori Jondahl	Fergus Falls	No
19	Christine Gundersen	Fergus Falls	No
20	Eunice Miller	Underwood	Maybe
21	Sandy Barnhouse	Underwood	Not willing to answer survey

1) Name: Mary Laabs – Detroit Lakes, MN

(Very reluctant and indifferent in participating)

1. (b) She always has other commitments such as art shows.
2. Maybe.

She is interested in having her art shown in a gallery space, but not on the studio tour. She would be more willing to commit if there was strict criteria on getting in. She usually does not apply for shows or openings unless there are criteria on being judged upon, an example of sending slides or a portfolio.

5. Unsure. She would need to know how many other artists would be in the same building as she would be, would have to know more about the event and how much traffic it attracts before being willing to commit at this time.

2) Name: Darlene Eckert – Fergus Falls, MN

1. (a) Both. Art Gallery and Studio Crawl.

Fergus Falls Art Crawl two years ago

She enjoyed it a lot.

Improvements:

- Date (busy time of year, but makes sense to have all the art festivities to happen in one month.)

- More publicity to attract more people.
 - 2. Yes, possibly.
 - 3. September happens to be a very busy time. But if September is the month that it will be, then definitely keep later in the month.
 - 4. (d) Other: Being able to see other people's work and to see what other artists within the area are doing.
 - 5. No. She is not doing any professional work right now.
 - 6. No.
-

3) Name: Marian Otnes: Painter – Fergus Falls, MN

- 1. (a) Yes – Fergus Falls Art Crawl: all previous years except for 2006
She enjoys it every year because the customers come to her.
 - 2. Yes, she would.
 - 3. Yes, usually.
(a) She recommends having the art crawl during the summer. She previously suggested to Rebecca to have the art crawl during the same time as the celebration they have downtown every summer. (June/July?)
 - 4. (a) Financial. Studio Crawls bring in a lot of potential customers. Sometimes they just want to see her work and her studio, but oftentimes it produces enough interest for customers to purchase.
 - 5. Yes! Most of the time it is only the people from The Center for the Arts that know about the art crawl. A brochure would help get the word out.
 - 6. Her daughter and granddaughter that live in Minneapolis could come up that weekend and show their work in her studio.
-

4) Name: Mary E Williams: Sculptor – Clitherall, MN

- 1. (a). Yes – 2 years ago for the Art of Lakes Studio Crawl.
i. Her experience: Good.
 - 2. Yes! Would love to do so! But this is a bad time of year so potentially could serve as a problem.
 - 3. She recommends August because all the tourists and travelers are back home by September. In the Studio Crawl she was in a couple years ago, travelers from the cities bought **A LOT** more of her work than the locals did.
 - 4. (a) Financial. (b) Exposure to new customers. Introduced her style and opened people's eyes to a medium of art not commonly used in this area.
 - 5. No, she doesn't think so. The price is too high for her, but this would not prevent her from participating.
 - 6. (x) Marilyn (Micky) Edmonds
Ila Osmond
-

5) Name: Tom Rieschick: Portrait Artists – Fergus Falls, MN

- 1. (a). Yes- Fergus Falls Art Crawl.

- i. Positive experience – except the really small turn out was a disappointment.
 - 2. Not willing to commit this early due to job situation but is very interested in participating.
 - 3. September is not an issue. Only recommendation would be before Labor Day might attract more travelers.
 - 4. All of the above. (d) An opportunity to be involved in local art community—more of a sentimental benefit than a tangible one.
 - 5. He would consider it but is unsure. He is no longer a full time artist and has another job. Would have to see if paying for this brochure would be worthwhile.
 - 6. No. Just moved to area recently.
-

6) Name: Jeffrey Zachmann: Sculptor – Fergus Falls, MN

- 1. (a) Yes – both Fergus Falls Art Crawl and A Center for the Arts.
His Experience: Good.
 - 2. Yes, absolutely.
 - 3. September is okay. Late September or October would be best.
 - 4. (b) Exposure to new customers. (d) Educating the public.
 - 5. Yes.
Would not prevent participation.
 - 6. Not any more at this time.
-

7) Name: Jean Radke – Elbow Lake, MN

- 1. (a) Yes—in Montana a couple years ago.
Her Experience: Good.
 - 2. Yes.
 - 3. September works fine.
 - 4. (b) Exposure to new customers. (c) Catalyst to create new work.
 - 5. Possibly. She would have to think about it. But this would not prevent her participation.
 - 6. Linda Gaudert: 3 Havens Art Gallery in Alexandria.
-

8) Name: Judy Stringer: Basket Weaver –Fergus Falls, MN

- 1. Yes—a gallery but not in an art crawl or show.
- 2. Maybe. She lives out of town and her workspace is in the upstairs of her house. It is not very accessible to visitors. She believes the whole purpose of a studio/ art crawl is for people to see the studios. Hesitant on participating as long as her studio is in her current house.
- 3. September is fine. Late fall and winter would not work.

4. (c) Catalyst to create new work and (b) exposure to new customers
 5. Not interested for 2007 but perhaps in the future
 6. Glenace Metcalfe of Pelican Rapids. She has a variety of different types of art.
-

9) Name: Eunice Miller – Underwood, MN

1. Yes—Art of the Lakes Studio Crawl.
Her experience: Great. Last 4 days, pay your dues, and people come to see your artwork.
 2. Not sure. She has to get pieces started, but will definitely let Rebecca Petersen know by February.
-

10) Name: Gretchen Farnberg—Fergus Falls, MN

1. Yes—Fergus Falls, New London Art Gallery.
Her experience: Good. Not able to attend crawl last year but was on exhibit at the library. There was a good turn out of people but none of her work was sold, perhaps it was because of the location of her artwork. She thinks it is a good opportunity for artists to be involved within their community.
 2. Yes.
 3. Doesn't matter. September works fine.
 4. (b) Exposure to new customers, but studio is not big enough for people to visit.
 5. Depends on timing. This would not prevent her participation. She may just choose not to be in the brochure but would definitely still participate in art crawl.
 6. No.
-

11) Name: Phena Keil—Fergus Falls, MN

1. Yes—3 pieces at the River Inn Art Council (art competition)
But has never been in a art show.
 2. Yes!
 3. September works fine because she isn't doing anything.
 4. (a) Financial and (b) Exposure to new customers. She isn't really exposed in the area.
 5. Probably, but would have to work financial things out. Would find a way to pay for it and wants to.
 6. No.
-

12) Name: Sara Talsness—Fergus Falls, MN

1. No.
Has not had the opportunity to. She has moved around a lot.
- Not sure. She was interested, but hesitant to commit. Check on her status at a later time.

Compiled Reports of Interview Questions for Interested Parties

1. Have you ever participated in an Art Gallery or Studio Crawl?

a. Yes: 10

Art Gallery: 5

Studio Crawl: 6

b. No: 2

2. Are you willing to participate in our 2007 Art Crawl?

a) Yes: 10

b) Maybe: 2

3. Is September a good time for you?

a) Yes: 6

b) No: 3

Recommendations:

July: 1

August: 2

October: 1

4. Benefits of Art Crawl:

a) Financial: 3

b) Exposure to new customers: 5

c) Catalyst to create new work: 2

d) Other:

- Seeing other artists' work: 1

- Opportunity to get involved in community: 1

- Educating the public: 1

5. Willingness to pay a fee of \$100 to be included in a high quality brochure:

a) Yes: 2

b) No: 4

c) Maybe: 6

Would this limit your participation?

a) Yes:

b) No: 7

c) Maybe: 1

2. d before, but is now in the process of applying to grad school. If she doesn't end up going to grad school, then she might be interested.

Ask again closer to date of event.

3. No, especially if she starts grad school then.

5. Not sure. Just is not a good time right now.

6. No.

Reasons Why Artists are Not Willing to Participate in Art Crawl:

Reason	Number of Artists
Bad time of year: relocations, vacations etc.	2
Lack of studio space	3
Health problems	1
Lack of participation from previous years	1
Family problems/inconveniences	4
Other commitments	2
No time	4
Lack of available work	2
In limbo	3